

CLIENT SUCCESS STORY

How virtual care went from convenient to crucial



Based out of the tech-savvy Bay Area, BlueShield of California recognizes the value of providing convenient access to quality healthcare virtually through modern telemedicine. Serving diverse populations of both fully-insured and self-insured groups across California and nationally, BlueShield of California prides itself on making healthcare easily accessible while promoting a healthy lifestyle to keep members on the go.

The Challenge

With its home state ranked the most diverse in America¹ and the second most vulnerable to natural disasters,² BlueShield of California wanted to keep its members healthy and active by making quality care available equally across California. Virtual healthcare was the answer. But the bigger challenge was how to effectively engage diverse populations and drive utilization regardless of their members' location and circumstance. This includes making high-quality healthcare accessible following natural disasters—most commonly fires, floods, and earthquakes—which are occurring more frequently across the state.

BlueShield of California more than tripled the utilization of virtual care visits in 2018.

+38K

unique users
in 2018

+90%

member
satisfaction

10K

people have access to high-quality virtual care after the devastating "Camp Fire"



Our Approach

Through the strength of the collaborative partnership with Teladoc Health since 2012, BlueShield of California has been able to provide high-quality virtual care to its fully-insured and self-insured/ASO groups, while meeting the plan's primary goals:

Effectively engage members

Partner with Teladoc Health to deploy a comprehensive surround-sound engagement strategy to change behavior and engage diverse populations at scale

Provide convenient care access

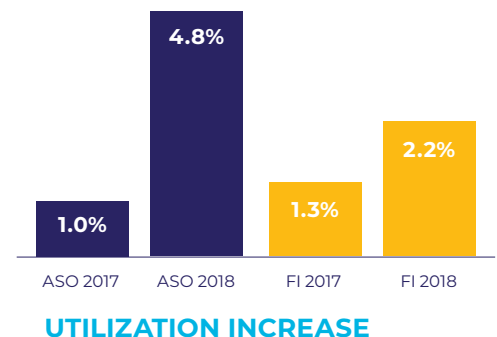
Enable access to high-quality care, 24/7 from anywhere by phone, web, or mobile app

Deliver cost-effective care

Provide a more cost-effective healthcare alternative to urgent care centers, the emergency room, and traditional doctor visits

Results

By partnering with the Teladoc Health member engagement team to deploy a proven, multi-touch, surround-sound communication strategy with consistent co-branding, and the promotion of virtual care services on their main member portal, **BlueShield of California more than tripled its members' utilization of services and more than doubled its claims cost savings from 2017 to 2018.**





In November of 2018, Butte County, California was devastated by the deadliest fire on record.

The Camp Fire claimed the lives of more than 85 people and destroyed more than 18,000 homes, businesses, and other buildings, including the entire Paradise Medical Group community practice. Although many had lost their own homes and personal property in the disaster, the doctors and staff remained dedicated to their 10,000 patients and to their community of nearly 27,000. They strived to stay open and continue to serve. Enabling the practice to meet this goal, BlueShield of California provided close to \$2 million in support of the Paradise community and partnered with Teladoc Health to create a customized virtual clinic.

“As the community of Paradise works to recover, we’re grateful that, through our collaboration with BlueShield of California, we are helping the physician community to return to caring for their patients. Through the use of our virtual care platform, regardless of location, residents of Butte County can count on accessing much needed care.”

Jason Gorevic,
CEO, Teladoc Health

Summary

Through the establishment of a strong partnership with Teladoc Health, BlueShield of California has been able to deliver on the commitment to keep its diverse population healthy by providing high-quality virtual care to all, even when faced with overwhelming obstacles such as natural disasters. The adoption of virtual care enables payers, and providers, to work hand-in-hand to render care to their members when, where, and how they need it—meeting them during their time of greatest need.

Services

BlueShield of California offers the following Teladoc Health services:

Fully Insured (2012)

- General Medical

Self-funded/ASO groups (2013)

- General Medical
- Behavioral Health

¹The Times of San Diego. 2017. California Ranked as America's Most Diverse State. <https://timesofsandiego.com/politics/2017/09/19/california-ranked-as-americas-most-diverse-state/>

²Worldatlas. 2019. The US States Most Prone to Natural Disasters. <https://www.worldatlas.com/articles/the-10-states-most-prone-to-natural-disasters.html>

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About Teladoc Health

Teladoc Health is the global virtual care leader, helping millions of people resolve their healthcare needs with confidence. Together with our clients and partners, we are continually modernizing the healthcare experience and making high-quality healthcare a reality for more people and organizations around the world.